

Comprehensive State Tobacco Control Programs



Reducing Tobacco Use

According to the U.S. Surgeon General, State tobacco control programs “have emerged as the new laboratory for developing and evaluating comprehensive plans to reduce tobacco use. State tobacco programs, funded by excise taxes on tobacco products and settlements with the tobacco industry, have produced early, encouraging evidence of the efficacy of the comprehensive approach to reducing tobacco use.”¹ The Institute of Medicine has concurred, finding that “multifaceted state tobacco control programs are effective in reducing tobacco use.”²

The Centers for Disease Control and Prevention’s Office on Smoking and Health (CDC-OSH) recommends four goals in its framework for State tobacco control programs:³

- ▶ Prevent the initiation of tobacco use among young people
- ▶ Promote quitting among adults and young people
- ▶ Eliminate exposure to environmental tobacco smoke (ETS)
- ▶ Identify and eliminate health disparities among population groups

In a nationwide poll, 84% of the respondents favored spending the money their State receives to reduce tobacco use among kids⁴

Nine Components to Success

CDC-OSH has outlined nine components that are essential to a successful, comprehensive tobacco control program:³

- 1 **Community tobacco prevention programs** that engage youth, develop partnerships, educate communities, and promote government and voluntary tobacco control policies
- 2 **Chronic disease programs** to reduce the burden of tobacco-related disease, including cardiovascular-disease and asthma prevention programs, oral health programs, and cancer registries
- 3 **School prevention programs** that are evidence based and include teacher training, parental participation, tobacco-free policies, and cessation services; they should also be linked with community and State programs
- 4 **Enforcement of tobacco control policies**, especially those that restrict minors’ access to tobacco and smoking in public places
- 5 **Statewide programs** that provide technical assistance to local programs on evaluation, media advocacy, tobacco control policies, and reducing racial/ethnic health disparities
- 6 **Counter-marketing** to counter pro-tobacco influences and increase pro-health messages through a variety of media
- 7 **Smoking cessation programs**
- 8 **A surveillance and evaluation system** to help State policymakers and others responsible for fiscal oversight monitor the program
- 9 **A strong administrative and managerial system** to coordinate the program’s components and partnerships with government agencies, voluntary organizations, and community groups

Because there are a number of factors—cultural, familial, social, economic—that affect people’s decisions to start or stop using tobacco, “programs to reduce tobacco use will be most effective if they address all the components that may influence the individual’s behavior choices.”²

REFERENCES

1. *Reducing Tobacco Use: A Report of the Surgeon General*. Atlanta, GA: Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 2000.
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3. *Best Practices for Comprehensive Tobacco Control Programs—August 1999*. Atlanta, GA: Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 1999.
4. Polling data from Mason Dixon Political/Media Research, October 1998.



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